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## Application Narrative

Pima & McDowell  
582-PA-2021  
8705 East Pima McDowell Rd,  
Scottsdale, Arizona 85257

This Rezoning and General Plan Amendment application entails a change in the zoning type from C-4 to C-3. The intent of this change is to provide additional allowed uses to the site. The site is to remain as constructed and no new construction is proposed. This zoning change affects the general plan noting mixed use neighborhoods, therefore an amendment to the general plan is required.

## GENERAL PLAN

The Land Use Element of the General Plan designates the site area as Mixed - Use Neighborhoods. This category includes higher density residential, office and retail uses.

The General Plan is being amended to maintain the existing density of the site with stipulations based on C-3 zoning. The proposed amendment is in keeping with the spirit and intent of the Scottsdale Mission statement, specifically in terms of enhancing and protecting neighborhoods. In addition, relative to land use this amendment will provide opportunities for balanced land uses which contribute to high quality and adequate work environments.

## MIXED USE AND CHARACTER AREA PLAN

Neighborhoods are also characterized by being located in areas having multiple modes of transportation available. In addition, the site areas are located in a growth area, as designated by the Growth Areas Element of the General Plan. The purpose of this designation is to approach growth management from a perspective of "... identifying those "... areas of the community that are most appropriate for development focus [that] will best accommodate future growth .... " The Growth Areas are intended to encourage development in a mixed-use environment.

This amendment does not hinder the growth and communal intent of the site per mixed use, and only permits more allowable uses. The proposed amendment will not undermine but rather support the goals and policies of Character Area Plan of Southern Scottsdale.

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